

**Central Hollywood Coalition
Sunset & Vine BID Board Meeting**

MINUTES

May 12, 2015, 3:30 – 5:30 p.m.
Sunset Media Center
6255 W. Sunset Blvd., Suite 712

Officers and Directors Present

Carol Massie, President, McDonald's Restaurants
Fabio Conti, Vice President, Fabiolus Cucina
Arthur Stroyman, Secretary, Kilroy Realty Corporation
Kitty Gordillo, Treasurer, Hollywood Wilshire YMCA
David Calabrese – CIM
Brian Folb, Paramount Contractors
Chase Gordon, Avison Young
Bill Humphrey, Hudson Media Properties
Melissa Logan, Amoeba Music
Michael Nourmand, Hollywood Athletic Club
Fred Rosenthal, Ametron
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences
Joyce Williams-Maxwell, Emerson College

Absent

Charles Eberly, The Eberly Company
Elizabeth McDonald, Secretary, The Los Angeles Film School

Consultants

Joe Mariani, Hollywood Property Owners Alliance
Kerry Morrison, Hollywood Property Owners Alliance
Matthew Severson, Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance
Ginnie Gallo, Hollywood Property Owners Alliance

Guests

Steve Seyler – Andrews International

I. Call to Order

Carol Massie called the meeting to order at 3:42 p.m.

II. Public Comments & Introductions

- **No Public Comments or Introductions**

III. Approval of Board Minutes

It was moved by Melissa Logan, seconded by Brian Folb, and CARRIED to approve the minutes from the meeting on April 14, 2015. Unanimously approved

IV. Treasurer's Report – Kerry Morrison

- A. **Financial Statements:** Morrison walked the Board through the April 30, 2015 financial statement. Expenses for April amounted to \$102,378. The first major installment of property assessment revenue was received in March in the amount of \$683,000.

It was moved by Brian Folb, seconded by Bill Humphrey, and CARRIED to approve the April 30, 2015 financial statement. Unanimously approved.

- B. **Presentation of the 2014 Financial Review:** Uriel Reyes, RBZ, presented a draft version of the 2014 financial review. This is a requirement of the city contract. There was a general discussion about the category "assessments receivable" and "allowance for doubtful accounts." To help the board understand, Morrison presented a summary of Sunset & Vine BID delinquencies with LAUSD owing the largest amount. (\$122,558 out of \$165,286). The board was reminded that eventually all private parcels will be paid up; but the LAUSD payments are not likely, given that the school district has made a unilateral decision about how much they will pay.

It was moved by Chase Gordon, seconded by Fred Rosenthal, and CARRIED to approve the 2014 financial review to be submitted to the city of Los Angeles. Unanimously approved.

V. COMMITTEE & PROGRAM REPORTS

- A. **Marketing and Communications – Devin Strecker and Joe Mariani**

1. **Neighborhood Festival Ad-Hoc Working Group** – Strecker noted that festival committee met for two (2) unscheduled meetings. The May 15th meeting has been cancelled so the staff can work with Haines & Co. to formulate a deck to present to the committee.
2. **Sunset & Dine** – The 4th annual Sunset & Dine has been tentively scheduled for September 30, 2015, at BuzzFeed. Stroyman was instrumental in setting this up. Strecker submitted a map to the BuzzFeed group showing how the 2013 event was set-up when AMPAS was the host. Parking may be a problem. Pogorzelski will look into using the AMPAS parking lot.
3. **BISNOW "The Future of Hollywood"** – Mariani reported over 300 attended the April 29, 2015 conference including brokers, developers, and capital partners. Morrison gave an exciting keynote speech about Hollywood. 150 Infographics packets were handed out.

4. **Haines & Co. Proposal** – Strecker presented the board the Hanes & Co. Media Relations and Marketing proposal for the Sunset Vine BID. This plan includes five (5) aspects: 1. Branding, 2. Collateral Development, 3. Internal Influencer, 4. Press Tour, and 5. Ongoing Media Issues and Opportunities. A general discussion ensued about next steps. It was suggested that a meeting could be arranged with the PR reps from larger businesses and properties in BID to discuss how we could all work together to create consistency in messaging. At this point, the board passed on pursuing a retainer agreement with Haines.

B. Streetscape & Planning Committee – Chase Gordon and Matthew Severson

1. **BID Walk-through** – Severson showed the board a power-point presentation of what was found during the April 23rd BID walk-through. The needs of the BID were broken down into three (3) phases – immediate, long term, and special (wish list). Immediate would include tree wells, pressure washing, trash can conformity with BID plaques, meter posts, and graffiti. Long term would include sidewalk/curb repair, refurbished light poles, newspaper racks. Special project areas included the Denny’s back lot adjacent to the 101 off-ramp at Van Ness and the ATT Building behind Gower Gulch. Gordon spoke of a weighted priority matrix which will be worked on the next committee meeting on Wednesday, May 20, at 9:30 a.m.

Staff also described how the city’s “311” app works, which allows citizens to inform the city about conditions that need to be fixed (e.g., hazards, bulky item pick-up, damaged infrastructure) and email (with a photo) to the city. Morrison agreed to forward information to the board about how to download the 311 app.

2. **Chase Plaza** – Severson reported that the proposal is working its way up to the executive level for consideration. The bank manager is in favor of the proposal.
3. **Vandalized Trees** – The suspect, Ricardo Gamez, has a court date on May 19, 2015. The city may request a stay away order and a fine for the loss of the trees.

C. Security Committee – Fred Rosenthal and Kerry Morrison

1. **Homeless Issues** – The official homeless count results were released May 11, 2015. Homelessness in the county was up 12% over 2014. There was an 85% increase in the number of tents, encampments and vehicles which has led some to speculate that the economy has taken its toll with people losing jobs and apartments.
2. **Hollywood Safe Sidewalks** – A sample of a visitor’s card to be handed out in area hotels was given to the board. The card in four (4) languages discourages giving to costumed characters and CD vendors on one side and panhandlers on the other side. A website is under development, www.hollywoodsafesidewalks.com, which would provide information about organizations that help the homeless.
3. **Street Vending Ordinance** – A copy of a letter dated May 8th was in the board packet from Councilmember Curren D. Price, Jr., 9th District, to the members of the Los Angeles City Council. The letter includes a schedule of four (4) meetings per the requests by members of

the Economic Development Committee for more community input on the vending proposal. Also included in the board packet was a second letter dated May 11th to Sharon Tso, chief legislative analyst, re the street vending issue from six (6) area BIDS including Sunset & Vine and Hollywood Entertainment District.

4. **Security Report** – Steve Seyler, Andrews International, presented the board the summary for March 30 through May 3, 2015. Arrests were down while citizen contacts and radio calls were up. Seyler has begun to track incidents that involved violent behavior. Because of the newly hired dispatcher, Seyler and his staff have been able to be out on the streets more and attended 18 meetings. On a good note, the manager at Starbucks on Hollywood & Vine has been donating pastries for the homeless. The Andrews staff wake those sleeping on the sidewalks at 6:00 a.m. every morning and now are able to give them the donated pastries, which makes things much easier.

VI. Staff Reports

- Updated Whistle Blower forms were distributed to the board replacing Sarah Besley's with Kerry Morrison's name. A signed copy is required from every board member to be kept on file at the BID office.
- Morrison reported that the deadline for the city to receive the assessment roll for the coming year (2015-16) is June 1, and she neglected to put an action item on the agenda in time (72-hours' notice) for the board to discuss the potential for a CPI increase in the next year. The board indicated that if it is not too late, they would like to formally agenda an item to discuss a potential CPI increase at the next meeting. The board asked staff to investigate whether the Clean Street contract has an automatic CPI increase.

VII. Next Meeting

Tuesday, June 9, 2015 at 4:00 p.m. Location TBD.

VIII. Adjourn

The meeting was adjourned at 5:30 p.m.